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TUESDAY, MARCH 12, 1946.

## TOY FAIR: DREAMS OF A GIRL AND A BOY COME TRUE



Valerie Kagan putting her doll to sleep in a reproduction of an early American bed

## THE TOYS OF PEACE ARE COME TO TOWN

### 2,500 Buyers at the 43d Fair Prepares for the Biggest Christmas in Years

By LUCY GREENBAUM

There were no dolls that winked and cried "mama" or electronically controlled miniature trains that raced around tracks, or rubber balls that bounced to the beams in the toylands of New York department stores yesterday. The dolls and games and stuffed animals that sat glumly in showcases seemed to know they were only substitute toys and that their days were numbered.

If they wanted proof, it was in town. New York was invaded by thousands of toys—former peacetime playthings made of rubber and metal and a horde of bright, shiny, whizzing newcomers that never before appeared in a playroom. The Forty-third American Toy Fair opened literally with a bang—from toy submarines firing torpedoes at miniature aircraft carriers and from model metal machine guns.

As though they were entering fairyland, a record number of 2,300 wholesale and retail buyers wandered through rooms on seven floors at the Hotel McAlpin and Hotel Breslin and permanent showrooms at 200 Fifth Avenue, as well as at other buildings in which the exhibits were located, to place their long-desired orders.

Before the fair closes on March 23 it is estimated that 4,000 buyers, representing the largest retail organizations as well as smaller merchants throughout the country, will have jammed through packed corridors to view such marvels as jet-propelled airplanes with seven-inch wingspreads, and crystal-built miniature radio sets, which are among the 100,000 models from which the industry plans retail sales of \$240,000,000 in 1946, a 30 per cent increase over 1945. This trade show, sponsored by the Toy Manufacturers of the United States of America, is the largest one ever held.

They'll Be Here Christmas

The general public will not get a chance to view most of the toys until late fall or winter although some items like the trains that are electronically controlled, with locomotives that puff out white smoke rings, are out on their way to dealers. Manufacturers said they hoped to ship 10 per cent of production by summer and 90 per cent before Christmas for one of the greatest holiday toy seasons in history.

Until the holiday season, however, boys and girls can dream. They can picture themselves sailing through the streets on streamlined aluminum scooters, light as feathers, or speeding down icy hills on aluminum sleds, or skinning the sidewalks on roller-skates that are aluminum even to the wheels.

It is a safe bet that children will own cars before their parents do. On display yesterday was an amazing new toy, a thirteen-inch model of a streamlined automobile, complete with rivet construction, rubber tires, chrome front and rear metal bumpers, chrome headlight rims, leatherette upholstery and plastic lenses.

Within a few months girls will have dolls with movable eyes and voices and double-decker cribs in which to rock them, as well as such long-absent doll-house furniture as tea kettles, hurricane lamps and andirons.

Little boys will have steel sand-diggers to yank up the earth, "atomic" planes to zoom around their rooms, miniature walkie-talkies, scooters shaped like bombs, and sets that will teach them the fundamentals of electricity.

Both boys and girls will have miniature musical instruments, like guitars and xylophones and pianos and cowboy and cowgirl costumes and miniature farm machinery and gardening equipment, as well as a variety of metal, wood and cardboard games and hobby activities such as clay sculpture and tapestry weaving.

Materials are still critical, according to many of the 700 exhibitors who are taking part in the fair. Wood is very scarce and textiles for dolls' clothes are difficult to get, as well as real hair for their wigs, which formerly came from China. Although sample velocipedes and roller skates were displayed, for example, inability to obtain sufficient steel may limit their production for many months.

With the removal of toys, except wheel goods, from price control, there was evidence of some "evening up" of quotations at the fair.



Kenneth Hayes riding a galloping horse

The New York Times

## U. S. STEEL EXPANSION CITED IN WAR RECORD

The United States Steel Corporation published yesterday an illustrated history of its wartime production, with an expression of hope for "an equally important role in the building of a better world."

The company's share of 161,000,000 tons of steel of the 467,000,000 produced in the United States in the five years ended on July 31, 1945, surpassed that of any other American steel concern. Annual production of the industry and of the company at the peak of war work increased 70 per cent over 1939.

"It was providential for the nation," Irving S. Olds, chairman of the board, declared, "that United States Steel had been enlarging and modernizing its equipment during the lean years from 1929 onward. With incredible rapidity our industry changed from a peace footing to a mighty arsenal that more than doubled the nation's industrial output and produced over 136,000,000,000 of planes, ships, guns and other war material in five war years."

The corporation's expansion program cost \$600,000,000 from 1929 to 1940, Mr. Olds said.

## PLAN DINNER TO IVES

Legislators to Honor Retiring Veteran of 17 Sessions

Special to The New York Times

ALBANY, March 11—Members of the Legislature of all political parties will join on March 30 in a testimonial dinner to Irving M. Ives, leader of the Republican majority in the Assembly, who announced early in the session that he is contemplating retiring from the Albany scene after serving seventeen consecutive sessions.

Mr. Ives has been mentioned prominently as the likely Republican candidate for the United States Senate this fall, and, while there has been no announcement, it is known that many members of the Legislature feel that in tendering this dinner they are placing their support behind the "draft" movement for him.

Albany's largest ballroom seats about 500 for dinner and this has been engaged for the affair. To make possible the widest possible representation from the Legislature, Assemblyman D. Mallory Stephens, committee chairman, has ruled that only those actually working may attend.

## COLUMBIA GIFTS LISTED

\$11,000 Is Added to the Fund for American Press Institute

The American Press Institute has received new gifts totaling \$11,000, of which \$10,000 came from THE NEW YORK TIMES, Dr. Frank D. Packenthal, acting president of Columbia University, announced yesterday. The university received altogether thirty-four money gifts, totaling \$81,665.

The chemistry department received \$9,500 for research work on the chemistry of starch and \$515 was given for a memorial to Prof. Robert E. MacAlarney, a member of the School of Journalism's original faculty in 1912.

# The New York Times

## GENERAL ELECTRIC FIGHTS TRUST SUIT

Opens Defense of Incandescent Lamp Industry as U. S. Resumes Old Action

## 100 OTHER CONCERNS NAILED

Federal Attorney Calls 'All-Embracing Monopoly' in Bulb Business

By WILL LISSNER

Special to The New York Times

TRENTON, N. J., March 11.—The General Electric Company opened its defense of its position of leadership in the incandescent lamp industry as the Government resumed today its anti-trust suit against the corporation and other concerns in the industry before Federal Judge Phillip Fox here. The hearing, which was given in 1942, was halted four months ago by the war.

Whitney N. Seymour, counsel for General Electric, said the company would try to show by witnesses that it had gained and maintained its position of leadership by continuing research, engineering development and competitive prices that doubled the performance of the electric light bulb while reducing the price to the consumer to 6 per cent of the original cost.

Government Charges Revolt

Leonard J. Emmerglick, assistant to United States Attorney General Tom Clark, who is presenting the Government's case, reviewed the contentions of the Government. These are that General Electric controlled the manufacture and sale of all electric bulbs made in the United States, nearly 88 per cent of all bulbs here, and that it is an "all-embracing monopoly" controlling manufacture, distribution and sale of incandescent lamps in the United States and participating in the division of world territory through international agreements with foreign producers.

Mr. Seymour opened the company's case by trying to show the practices of which the Government complained in the suit were the same or substantially the same as the practices of the company before 1926, when the United States Supreme Court unanimously decided an anti-trust suit against the company's favor.

After moving for dismissal of the action on the ground that the Government was trying to relitigate issues settled by the Supreme Court, a motion on judgment, a motion on judgment, Judge Forman reserved decision. Mr. Seymour offered in a seven-volume exhibit of evidence in evidence in a former investigation. Mr. Seymour's extended argument, however, their admission that they had the ground that the Government had based its case on practices after 1926.

Over Mr. Emmerglick's objection, Judge Forman accepted exhibits in evidence, remarking that he believed we will have a full evidence and see what the Supreme Court has to say. Noting that the Supreme Court had reversed several former decisions, he said: "What causes the Government to litigate remains to be seen."

Comment on Corning Act

Mr. Seymour said the company's position was that it had not monopolized or restrained trade in any manner and was not doing so and that it was entitled to the Supreme Court's 1926 decision as a rule for its business conduct. Referring to the Corning Glass Works, the eleven defendants, in a consent decree last year, he said that "what Corning has is its own business." He remarked, however, that Corning supplied 37 1/2 per cent of the bulbs used by General Electric in 1910, now provided only 6 per cent.

A part of the Government's case is its charge that General Electric made international agreements with dominant foreign corporations, parcelling out parts of the market, and arranging for change of patents and technical information. One of these German concerns, Osram G. M. B. H., with which an agreement is alleged, was made in 1910. Another is the Japanese Tokyo Shibaura Denki K. K., which the company in an agreement on Oct. 12, 1938, gave the right to supply incandescent lamps for the Japanese Navy.

To this Mr. Seymour replied that the company's business abroad, which should be forbidden to make such agreements, was designed to enable American commerce to break through economic nationalism abroad and permit the companies to make investments and their business abroad and foreign technical development for the benefit of American industry.

Two hundred pickets, representing striking lamp workers, were demonstrating outside the company's headquarters.

## ASKS CARS FOR AMPUTEES

Petition Urges U. S. to Provide Vehicles to Disabled Soldiers

WASHINGTON, March 11.—Representing about 350 soldiers who lost their limbs in World War II and who are confined at the Walter Reed Hospital, a petition to President Truman urging the Government to supply a car to each amputee so that he could live on an equal basis with able-bodied men was filed today. The appeal stated the difficulties of day-to-day existence, snow, crowded transportation, faulty artificial limbs, rough terrain—all this posed on us the necessity of having a car.